

CLAIMS

1 1. A computer-implemented method comprising:
 2 scanning content of a source page expressed in a mark-up language in which a
 3 component is to be inserted;
 4 inferring a profile from the scanned content; and
 5 generating a finished page that includes the content component adapted
 6 according to the profile.

1 2. The method of claim 1 wherein the mark-up language is HyperText Markup
 2 Language (HTML).

1 3. The method of claim 1 wherein the content comprises contextual material
 2 including topical, geographical, temporal and semantic characteristics.

1 4. The method of claim 1 wherein the component comprises syndicated services
 2 including message boards, chat rooms, file exchanges, link exchanges, E-commerce and
 3 auctions.

1 5. The method of claim 1 wherein the component comprises syndicated content
 2 including news feeds, weather information, stock information, road maps, pictures, video,
 3 audio and text.

1 6. The method of claim 1 wherein the profile comprises:
 2 a format of the scanned content; and
 3 a topic of the scanned topic.

1 7. The method of claim 1 wherein the component comprises embedded elements.

1 8. The method of claim 7 wherein the embedded elements comprise in-situ
2 syndicated textual or multimedia material shown within a context of the web page.

1 9. The method of claim 1 wherein generating comprises script insertion.

1 10. The method of claim 1 wherein generating comprises inserting frames.

1 11. The method of claim 1 wherein generating comprises inserting interior frames
2 (iframes).

1 12. The method of claim 1 wherein generating comprises inserting layers.

1 13. The method of claim 1 wherein generating comprises inserting applets.

1 14. The method of claim 1 wherein generating comprises inserting active-x
2 controls.

1 15. The method of claim 1 wherein generating comprises inserting plugins.

1 16. The method of claim 1 wherein generating comprises inserting Java code.

1 17. The method of claim 7 wherein the embedded elements comprise standalone
2 elements.

1 18. The method of claim 17 wherein the standalone elements comprise syndicated
2 textual or multimedia material shown within its own context in a browser window, dialog
3 window and pop-up window.

1 19. The method of claim 1 wherein scanning comprises:
2 analyzing a site format of the content;
3 analyzing a site content of the content; and
4 saving the site format and the site content as the profile.

1 20. The method of claim 19 wherein the profile is utilized as a filter.

1 21. The method of claim 20 wherein serving comprises utilizing the profile in
2 real-time each time a component is displayed to a user.

1 22. The method of claim 20 wherein serving comprises:
2 checking the web page for updates; and
3 updating the profile in response to checking.

1 23. The method of claim 22 wherein checking comprises comparing expiry
2 information, last modified dates, CRCs or MD5s.

1 24. A computer program stored on a computer readable-medium, the computer
2 program comprising instructions that cause a computer to:
3 scan content of a web page in which a web component is to be inserted;
4 generate a profile from the scanned content; and

5 serve the web component in the web page according to the profile.

1 25. The computer program of claim 24 wherein the web page and the component
2 comprise HyperText Markup Language (HTML).

1 26. The computer program of claim 24 wherein the content wherein content
2 comprises contextual material including topical, geographical, temporal and semantic
3 characteristics.

1 27. The computer program of claim 24 wherein the component comprises
2 syndicated services including message boards, chat rooms, file exchanges, link exchanges, E-
3 commerce and auctions.

1 28. The computer program of claim 24 wherein the component comprises
2 syndicated content including news feeds, weather information, stock information, road maps,
3 pictures, video, audio and text.

1 29. An apparatus comprising:
2 a memory that stores executable instructions; and
3 a processor that executes the instructions to:
4 scan content of a web page in which a web component is to be inserted;
5 generate a profile from the scanned content;
6 store the profile;
7 serve the web component in the web page according to the profile;
8 update the profile; and

9

update the web component.